

January 3,  
2017

# Main Street Monday!

## The Power of Main Street

The National Main Street Center annually collects statistical information on economic activity in local Main Street America programs throughout the country. The cumulative estimates are based on statistics gathered from 1980 to December 31, 2015, for all designated Main Street America communities nationwide. The 2015 estimates are based on statistics gathered from January 1, 2015, to December 31, 2015, for all designated Main Street America communities nationwide.

The cumulative success of the Main Street Approach and Main Street America programs on the local level has earned this revitalization strategy a reputation as one of the most powerful economic development tools in the nation.

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### We ran this info. last year, but it bears repeating.



Many Main Street Programs have hard-lines for office telephones. The rates seem to be increasing at an alarming pace – cramping our already tight budgets! If you have one phone line - no fax lines or other amenities – contact ATT about the Home Wireless Phone System. Harrodsburg First reduced our phone bills from \$127/month to \$20/month by canceling the hard line and picking up the wireless system. PLUS we got to keep call waiting, call forwarding, caller id etc.! AND ATT did all the legwork on switching over the lines etc. All I did was walk out with a \$40 router.

Thanks to Julie Wagner for this information.

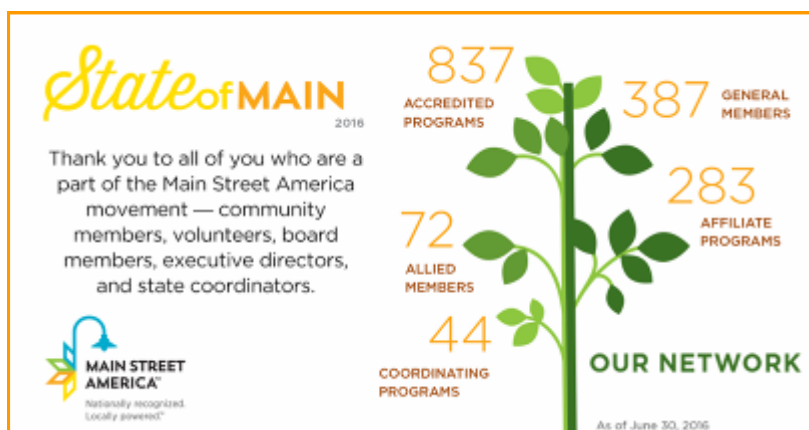


**Happy New Year!!!! It's great to be in the year of the Rooster as Main Street is something to crow about!!!**

The Main Street America Network

Thank you to all of you who are a part of the Main Street America movement—community members, volunteers, board members, executive directors & state coordinators.

Read "State of Main" online for free: <http://bit.ly/2hKFK3c>



A recent quote from Donovan Rypkema -- the villains in historic residential neighborhoods in cities are not developers. The big three villains are universities, churches, and hospitals. They always wrap themselves in the "oh, but we're benevolent organizations" while they destroy neighborhoods. Most often to provide parking for the Pontiacs of pastors, the Peugeots of professors and the Porches of proctologists.





This is a great quote from Ralph Quillen, owner of both Quillen Leather and Rooster Brew. The brewery which opened in April of 2014 is located on Main Street in downtown Paris.

"The downtown is the heart and soul of a community. To really experience the feel of the community and perspective, you need a downtown. It is also reflective of the personality of the community."

The health of downtown is a reflection on your entire community, it was where commerce started and your government was located. A community that supports and invests in downtown really shows its importance and is a good yardstick of a community."

We would love to have testimonials from folks in your community to share.



Do you know someone who has an amazing small business story? Of course you do, you're a Main Street director or involved in your downtown!

For more than 50 years, National Small Business Week has served as our nation's salute to small business owners, who create two out of every three net new jobs for Americans. Many household names were previous National Small Business Week award winners, including Ben and Jerry's, Calloway Golf, Chobani, Dogfish Head, Stoneyfield Farm, Pacifica and Tom's of Maine. It's now your time to join the list of SBA's National Small Business Week winners by submitting a nomination.

If you have an amazing story, submit your nomination today for the 2017 National Small Business Week Awards. All nominations must be mailed or hand delivered to the nearest SBA Office no later than 3:00 PM ET on January 10, 2017. Consult the SBA Awards Guidelines for a list of National Small Business Week Awards, eligibility criteria, selection process evaluation criteria and how to submit a nomination package.

Learn more about the KY Small Business Week awards or go to [www.sba.gov/ky](http://www.sba.gov/ky).



Where can you find the oldest restaurant establishment in KY? In a Main Street community of course!!! Downtown Bardstown holds this honor! Built in 1779, the Old Talbott Tavern is the oldest restaurant and bourbon bar in Kentucky. When you stop in to have some fried chicken and a bourbon, remember that many historic figures have stopped here throughout the centuries, such as Stephen Foster, Abraham Lincoln and his family, Jesse James, and King Louis Phillippe during his exile. The Old Talbott Tavern is located at 107 W. Stephen Foster Ave. Bardstown, KY 40004.



Start the new year off right! Registration is now open for several Main Street America Institute courses:

#### Online Courses:

Advanced Fundamentals of Economic Vitality I – starts Jan 10

Advanced Fundamentals of Effective Promotion I – starts Feb 7

Advanced Fundamentals of Leadership Development I – starts Feb 9

#### Workshop:

2017 Leadership Development Workshop – Pittsburgh, Pa., April 30-May 1

Sign up today and take your community revitalization and leadership skills to the next level. More info and registration details: <http://bit.ly/2iq7NIR>



Exciting news from Murray Main Street!

*Together, building a stronger downtown*  
**ONE PROJECT AT A TIME**

FUNDING FOR THIS IMPROVEMENT PROJECT AS PART OF THE DIG PROGRAM IS PROVIDED BY:



FOR MORE INFORMATION ABOUT THIS PROGRAM & OTHER INCENTIVES, CONTACT:

**Murray Main Street**  
201 S. 4th St. | Murray, Ky 42071  
270.759.9474  
[www.MurrayMainStreet.org](http://www.MurrayMainStreet.org)



Murray Main Street is proud to announce the Downtown Incentives Grant (DIG) Program is off the ground! With the help of The Murray Bank, the Murray Main Street program has created a local grant program to help property and/or business owners in the Historic District. Whether someone owns a property and wants to improve it or if someone is interested in starting a business, they can apply for up to \$1,000. Each grant is a 50/50 matching grant and must be for building improvements or business start-up/expansion expenses.

This along with the tax moratorium ordinance which was passed in 2016 is a great way to give our downtown that added boost to downtown development. As our sign says, 'together building a stronger downtown one project at a time'.



## 2017 Grant Programs

A recorded webinar offering tips for submitting a successful application to the 2017 Kentucky program, led by Appalachian Director Judy Owens, is available at: <https://www.kynonprofits.org/>

The Steele-Reese Foundation is a charitable trust committed to supporting rural communities and the nonprofit organizations that serve them in Idaho, Montana, and Appalachian Kentucky. Since its inception, the Foundation has maintained a focus on the unique challenges of rural living & on helping people build healthy, successful, & sustainable communities.

Eleanor Steele Reese, daughter of Charles Steele – a banker, lawyer, and business associate of J.P. Morgan – created The Steele-Reese Foundation in 1955. The Foundation's name honors Eleanor's family as well as the family of her husband, Emmet Reese. The couple found strength and fulfillment in their work as cattle ranchers in Idaho and they created the Foundation as a lasting commitment to their rural values.

The Foundation supports nonprofit organizations working in the areas of rural education; health; human/social services; the arts and humanities; and land, water, and wildlife conservation and historic preservation. Applications from organizations operating outside of the Foundation's regional or programming areas are not eligible for funding. At times, the program areas and priorities of the Appalachian Kentucky Grant Program may vary from those of the Idaho and Montana Grant Program. Please check back periodically for the latest updates (at right) about the Foundation's priorities and application policies.

### Creative Corridor Transforms Main Street

Despite being adjacent to the redeveloped riverfront, the Clinton Presidential library, and a sizable convention center, the traditional main street in Little Rock, AR, was largely neglected.

The main street did have one important asset: a professional repertory theater. "But," says Mayor Mark Stodola, "they had no friends, they had no neighbors. I knew that if I could get the arts organizations to all congregate around the repertory theatre, perhaps we could create some synergy."

The overall vision was that Main Street would become a Creative Corridor featuring several anchoring arts organizations, galleries, and artist housing in upper stories over ground-floor shops & restaurants all with low-impact development of the project streetscapes.

Now, with Phase I complete, the city is seeing a 50-to-one return on investment and new businesses are flocking to the downtown.

"The area has transformed," Stodola says. "We've had over \$100 million in investment in Main Street. The total public investment is about \$1 million from the federal government and a little less than \$1 million in terms of the city, some of it being for grant match."

Details on creation of Little Rock's Creative Corridor appear in the December issue [Downtown Idea Exchange](#) newsletter.





## Learning Opportunities

### Atlas of ReUrbanism

As the National Trust's ReUrbanism initiative seeks to build the successful, inclusive, and resilient cities of tomorrow, the Atlas of ReUrbanism is a tool for urban leaders and advocates to better understand and leverage the opportunities that exist in American cities.

The Atlas of ReUrbanism takes the massive amount of data currently available about cities and makes it more accessible, allowing for the exploration and discovery of connections between older buildings and economic, demographic, environmental measures. Whether you're an activist, journalist, developer, or resident, the Atlas of ReUrbanism contains detailed information about the businesses and residents, buildings and blocks that make cities work for everyone. [Read More](#) and download the report <http://forum.savingplaces.org/act/pgl/atlas>



This is exciting news for Shelby Main Street! The Shelbyville Tree Board is planting trees in downtown Shelbyville as part of the Shelbyville Arbor Day.

### Join Heritage Ohio staff on Jan 4 as they share their Top 10 lists when it comes to preservation & revitalization

Save January 4, 1pm, on your calendar now for Heritage Ohio's first webinar of 2017. We're ringing in 2017 with a nostalgic look back in the form of staff Top 10 lists (these could be Top 10 highlights \*or\* lowlights) from the world of preservation & revitalization. Stay tuned to our [website](#) for registration information.

Thank you to Heritage Ohio members who make our work possible! Free Heritage Ohio webinars are a benefit of membership. If you're not a member yet sign up at <http://www.heritageohio.org/support-us/> (\$25 a year enables you to participate in many webinars and other opportunities. Ohio Heritage, Ohio's Main St. office is a non-profit)